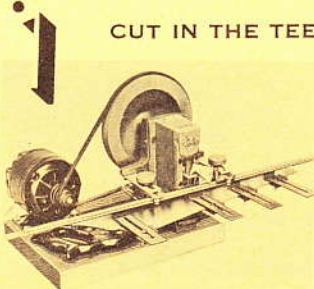


**SUPPLY YOUR CUSTOMERS WITH NEW SAWS
"TAILOR-MADE" TO FIT THEIR NEEDS**

• • • • HERE IS ALL YOU DO • • • •

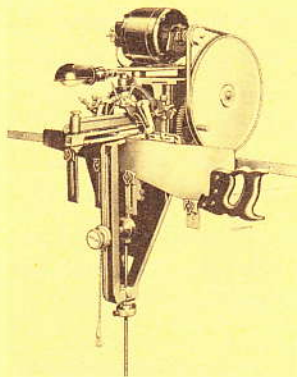


**CUT IN THE TEETH WITH YOUR HAND SAW
RETOOTHING MACHINE.**

FOLEY AUTOMATIC
RETOOTER (PICTURED)
PRODUCES CHOICE OF
CROWNED OR STRAIGHT
CUTTING EDGE, EITHER
RIP OR CROSSCUT TEETH,
ANY DESIRED SIZE AND
SPACING, FROM 4 POINTS
UP TO 16 POINTS PER INCH.

2 **FILE AND SET
TO YOUR
CUSTOMER'S
SPECIFICATIONS.**

CARPENTERS, FOR EXAMPLE,
OFTEN WANT MORE BEVEL
AND POSSIBLY MORE HOOK,
FOR FASTER CUTTING.
IT IS EASY TO TURN OUT
ANY SPECIAL VARIATION
THAT MAY BE REQUESTED,
IN THE AMOUNT OF TOOTH
HOOK, BEVEL, OR SET.

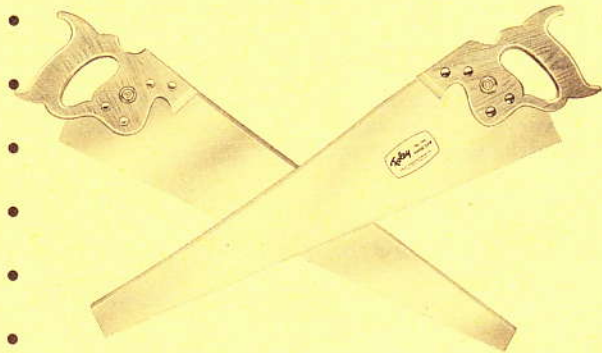


BEING FRESHLY FILED,
TOOTH POINTS ARE SURE
TO BE NEEDLE SHARP
— NOT BLUNTED BY
HANDLING — WHEN SAW IS
DELIVERED TO THE BUYER.

3 **ASSEMBLE — SLIP ON HANDLE, AND INSERT
HANDLE SCREWS. SAW HANDLE AND A
COMPLETE SET OF NICKEL-PLATED SCREWS
COME PACKED WITH EACH BLADE — READY
FOR ASSEMBLY. HANDLES ARE SLOTTED;
SAW BLADES AND HANDLES ARE DRILLED
FOR SCREWS.**



NOW *Extra Income*
FOR YOUR SAW FILING SHOP



**MAKE MONEY ASSEMBLING AND DISTRIBUTING
THESE SAWS TO YOUR REGULAR CUSTOMERS**

The **Foley** hand saws described in this folder are now available for resale through your saw filing shop. Sell them "tailor-made" . . . toothed, filed, beveled and set . . . to your customer's own specifications! This is an exclusive — nowhere else can a man get a cutting edge made-to-order exactly as he wants it.

Here is more than just a new source of added income for your shop: It is a practical means of entrenching your reputation as "the saw man" in your community, to bring about a constant increase in your sharpening business.

Foley Manufacturing Company, Minneapolis 18, Minnesota



WHY THE FOLEY LINE OF HAND SAWS WAS STARTED

Owners of Foley-equipped saw filing shops have often asked, "Where can I buy good-quality saws for resale to my customers?"

In the past there has been no supply source where saws could be bought at a discount. Due to having exclusive sales connections, saw factories could not accept direct orders from commercial saw shops.

To supply that need, Foley has contracted with a well-known saw manufacturer to produce saws under the Foley label. Three grades are available —

- **No. 475** — General utility quality; straight back; medium-to-low price; has all the features expected in a properly-made saw including special saw steel that is taper ground and correctly tempered; recommended for "occasional" saw users such as home owners and farmers.
- **No. 750** — Higher quality; skew back; for professional saw users such as carpenters and for the individual who takes pride in possessing finer tools. All manufacturing operations — including steel selection, taper grinding, tempering and polishing — are rigidly controlled to insure unexcelled sawing performance.
- **No. 850** — Finest quality; in straight back style, which many carpenters prefer.



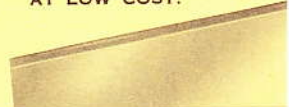
THESE SAWS ARE COMPLETE EXCEPT THAT HANDLES ARE NOT ASSEMBLED AND THE CUTTING EDGE IS NOT TOOTHED.

YOU ASSEMBLE THE HANDLE; ALL SCREWS ARE FURNISHED; BLADES AND HANDLES ARE DRILLED.

YOU TOOTH, FILE, AND SET — TAILOR-MAKING THE CUTTING EDGE TO YOUR CUSTOMER'S OWN SPECIFICATIONS.

FOLEY HAND SAW I

COMMERCIAL GRADE — FOR HOME OWNERS AND NON-PROFESSIONAL SAW QUALITY STEEL AT LOW COST.



YOU DO NOT TIE UP MONEY IN STOCK

For a complete line of already-toothed saws, retailers normally have to invest \$100 to \$200 in stock. They need both rip and crosscut saws, in at least two different price ranges, straight-edged and crowned, and a full assortment of tooth sizes.

In your shop, Foley retooling-filing-setting equipment lets you use untoothed blades: Each one can be made into any kind of saw, either rip or crosscut — whatever type and tooth size your customer wants.

All you have to carry in stock is a small supply of "blanks" in each price range, and you are ready to make up any type of saw for quick delivery.

FOLEY HAND SAWS

No. 850 — Straight Back
No. 750 — Skew Back

EXCELLENT QUALITY.
MODERATELY PRICED.

THESE HIGH GRADE SAWS ARE RECOMMENDED FOR CARPENTERS, BUILDING CONTRACTORS, AND INDUSTRIAL OR SCHOOL SHOPS — AS WELL AS THE MAN WHO MAKES A HOBBY OF FINE TOOLS.

lo. 475

RECOMMENDED
ALL
USERS.



FEATURES AND SPECIFICATIONS

Quality: Foley saws are of quality construction throughout and should not be confused with inferior flat-ground saws made of low grade steel. Because few saw shops would care to recommend such saws to their customers, no poor-quality blades are included in the Foley line.

Genuine two-way taper grinding: Recognized as one of the earmarks of a top quality saw. All Foley saws are precision ground to make the back thinner than the cutting edge — and also with the back tapering lengthwise, thicker at the handle end than at the toe.

While plain flat-ground steel is less expensive, taper grinding makes a saw cut smoothly with less set, besides combining maximum strength with light weight.

Manufacturing Know-How: No. 850, No. 750 and No. 475 saws are made expressly for Foley by one of the best-known saw manufacturers. Highly-skilled workmen, modern plant facilities, and many years of saw making experience are behind every blade. From correct design and balance, on through steel selection, grinding, tempering, finishing, and final inspection, each production step is rigidly controlled to insure fine performance and long service.

To give your customer a saw tailored to his individual needs — one **sharper** than he can buy from any other source — all that remains is for you to tooth, file, and set. By performing these finishing steps in your own shop, you assure customer satisfaction — delivering exactly what he wants in tooth size and hook, and in amount of bevel and set.

NEW ADDITION TO FOLEY LINE OF HAND SAWS

No. 850



EXTRA FINE QUALITY — STRAIGHT BACK

In response to requests from Foley Distributors, this new top-quality saw with **straight back** has been added to the line of Foley saws for resale. (A straight back is preferred by some carpenters, so it may be used as a straight edge.) The new saw is now available for immediate delivery, at the price and discount structure shown below.

Saw No. 850, Extra Fine Quality — Straight Back

| | |
|---------------------------------|------------|
| Suggested Selling Price..... | \$8.50 ea. |
| Your cost, at 40% discount..... | 5.10 ea. |
| Your profit per saw..... | 3.40 ea. |

Sold only in full package of four No. 850 Saws, Catalog Number 389503. Your cost is \$20.40 for the complete package which consists of four untoothed blades, drilled for handle screws; four saw handles, slotted and drilled; and four complete sets of screws. Shipping weight 8 lbs.

No. 389010 Package of Four Saw Handles, Extra Fine Quality, same as used on No. 850 Saw. Handles are slotted but not drilled. Price per handle is \$2.97 less your discount of 40%, or \$1.78 net. Your cost of complete No. 389010 Package of Four Handles is \$7.12. Shipping weight 3 lbs.

----- All Foley Hand Saws are full 26" length -----

PRICES AND DISCOUNTS

— CONFIDENTIAL —

Resale discounts on over-the-counter hardware merchandise like hand saws generally range from 25% to 33⅓%. In other words, on a \$8.50 sale, retailers make a gross profit of \$2.12 to \$2.83.

On Foley Saws, you make 40% — a profit of up to \$3.40 per saw — when you sell at the suggested prices listed below.

You are free to set your own prices, accepting a smaller mark-up if you wish. However, the recommended selling prices are in line with prevailing store prices on saws of comparable quality. And, besides a basic quality that is fully equal-or-better, you also give your customers the bonus of custom-filing and a far sharper saw.

PRICE SCHEDULE

Saw No. 850, Extra Fine Quality — Straight Back

| | |
|---------------------------------|------------|
| Suggested Selling Price..... | \$8.50 ea. |
| Your cost, at 40% discount..... | 5.10 ea. |
| Your profit per saw..... | 3.40 ea. |

Saw No. 750, Professional Quality

| | |
|---------------------------------|------------|
| Suggested Selling Price..... | \$7.50 ea. |
| Your cost, at 40% discount..... | 4.50 ea. |
| Your profit per saw..... | 3.00 ea. |

Saw No. 475, General Utility Quality

| | |
|---------------------------------|------------|
| Suggested Selling Price..... | \$4.75 ea. |
| Your cost, at 40% discount..... | 2.85 ea. |
| Your profit per saw..... | 1.90 ea. |

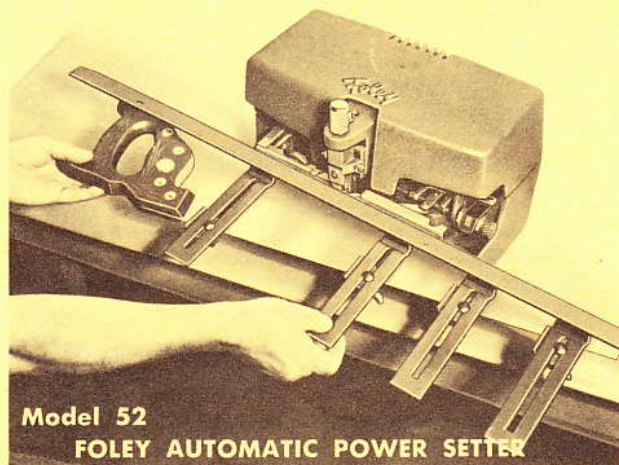
EXTRA SAW HANDLES and HANDLE SCREWS

For Prices of Handles and Screws, See Hand Saw Price List and Order Form

All prices are f.o.b. Minneapolis. Saws are packed ⅓ dozen to the shipping carton, each complete with handles and screws, shipping weight 8 lbs., and are sold only in full cartons (4 saws). Handles are sold 4 to the carton, weight 4 lbs. Screws are shipped postpaid in dozen lots (specify size).

NEW SPEED AND ACCURACY

For Larger Profits



Four to Six Hand Saws Per Hour

A combination of three Foley machines — the Automatic Saw Filer, Power Setter and Automatic Retooler — permits the **Complete Precision Sharpening** of four to six saws per hour. Time-consuming set-up adjustments are eliminated. Hand saws ride through all three machines on one standard carrier. Work flows quickly through each sharpening step.

Profits soar in commercial saw repair shops when this modern equipment is used to boost hourly output.

Mail coupon for free detailed literature on latest models of all Foley saw reconditioning machinery.

Name _____

Address _____

City _____ State _____